

Business Benchmarking

The Planning Inspectorate benchmarked with the July 2020 UKCSI Public Services (National) sector results



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UKCSI and Business Benchmarking: an introduction

Business Benchmarking An introduction to the UKCSI



- UK's largest cross-sector customer benchmarking study
- Over 10,000 customers; 45,000 responses
- 13 sectors
- 26 metrics of customer experience
- Future customer behaviours, NPS, customer effort, right first time, trust, reputation
- Channel usage and satisfaction
- Drivers of complaints and complaint handling
- Published in January and July

A barometer of the state of customer satisfaction in the UK

UKCSI vs Business Benchmarking Key facts

		Business Benchmarking	UKCSI					
	Customer Sample	 Survey sample selected and provided by your organisation Typically c. 200 responses from your customers You choose a sector benchmark from 13 sectors 	 Online panel of 10,000 customers Representative of UK population 3,000 responses per sector Customer chooses an organisation to rate (based on interaction in the last three months) 					
	Timing	Survey takes place at a time agreed by the Institute and your organisation	Published January and JulyFieldwork approx. 3 months before publication					
	Measures	 Based on measures in the UKCSI Includes channel usage and satisfaction Additional / bespoke questions may be added if agreed with the Institute before the survey commences 	 26 metrics of customer experience, based on the Institute's research into customers' priorities Channel usage and satisfaction available in sector reports Complaints insight available in sector reports 					
	Index Calculation	Your organisation's scores are calculated on the same basis as the UKCSI	 Responses on a 1 to10 scale Index score for each measure is mean average of all responses UKCSI for each organisation is the average of all of its customers' satisfaction scores, weighted by importance based on customer priorities' research 					

Business Benchmarking Customer priorities



Experience

Measures the quality of customers' experiences and interactions with organisations



Complaints

How organisations respond and deal with problems and complaints



Customer Ethos

Extent to which customers perceive that organisations genuinely care about customers and build the experience around their customers' needs



Emotional Connection

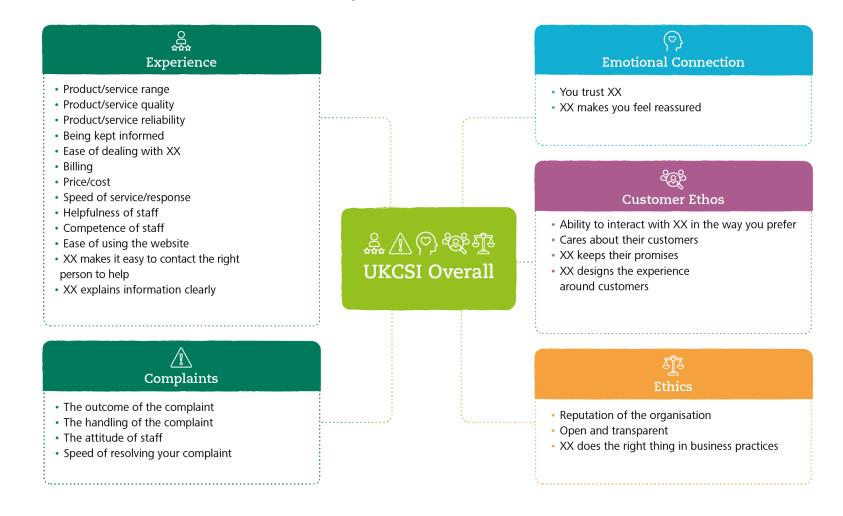
The extent to which an organisation engenders feelings of trust and reassurance



Ethics

Reputation, openness and transparency and the extent to which an organisation is deemed to "do the right thing"

Business Benchmarking | Top customer priorities



Business Benchmarking | Methodology: further notes

Customer Effort

This metric is based on the question:

"How much effort did you have to make to complete your transaction, enquiry or request on this occasion" (1-10 scale). A lower score signifies less effort required on the part of the customer.

Organisations use Customer Effort scores to:

- · Understand and benchmark "ease of doing business"
- Gauge their efficiency and speed in dealing with customers

Customer effort is most appropriate in service situations where customers don't want to be dealing with the organisation and/or seek to minimise the time/effort spent completing their transaction or enquiry.

Net Promoter Score (NPS) ®

This metric is based on "likelihood to recommend" scores.

The NPS formula used in UKCSI is:

% of respondents scoring 9/10 (out of 10) on likelihood to recommend MINUS % of respondents scoring 0-6 on likelihood to recommend EQUALS Net Promoter Score for the organisation

Organisations use NPS to:

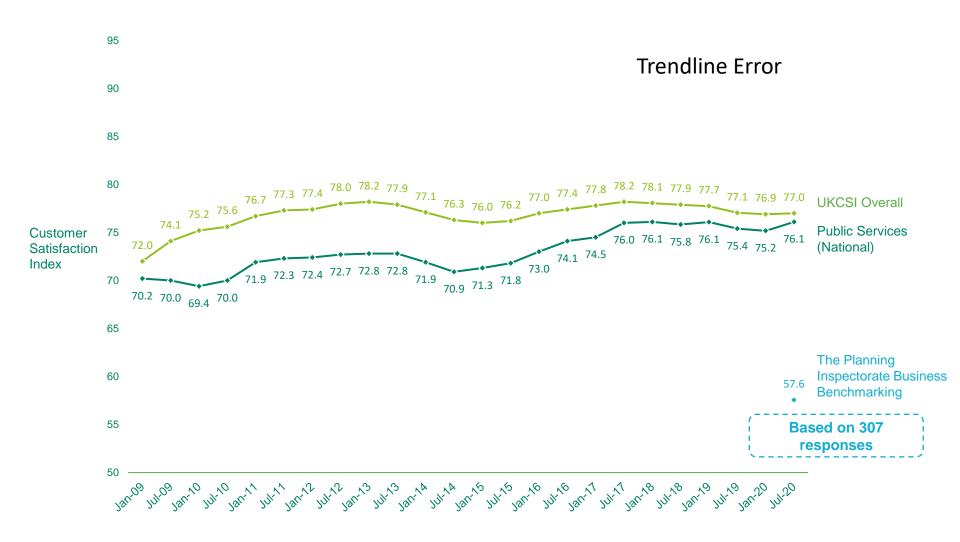
Track levels of satisfaction and recommendation

• Gauge their ability to create "promoters", while minimising "detractors".

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UK Customer Satisfaction Index (UKCSI)

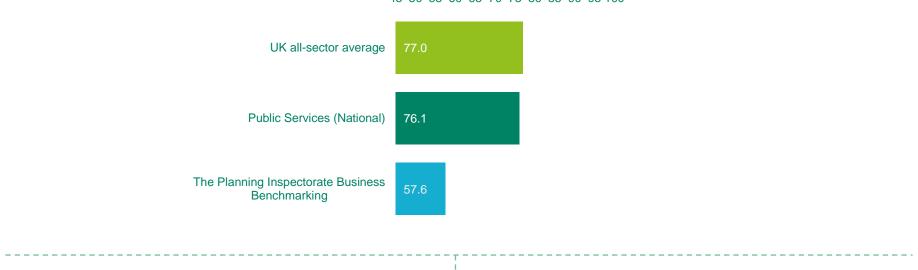
Business Benchmarking | The Planning Inspectorate Satisfaction trends



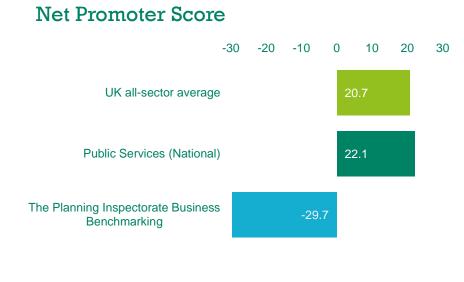
Business Benchmarking | The Planning Inspectorate UK Customer Satisfaction Index (UKCSI)

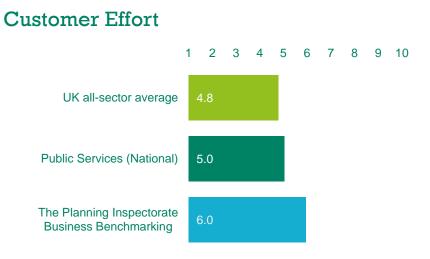
	45	50	55	60	65	70	75	80	85	90	95	100	
UK all-sector average	77.0)											
Public Services (National)	76.1												
Post Office	79.7	7											
HM Passport Office	79.6	6											
NHS / hospital service	78.4	ļ											
DVLA	75.7	7											
Companies House	73.9)											
Highways England	72.7	7											
Disclosure and Barring Service	72.6	5											
The university I attend	71.8	3											
HMRC (Inland Revenue)	65.6	6							The scc Inspect				
Jobcentre Plus	63.8	3									57.6		

UK Customer Satisfaction Index (UKCSI)

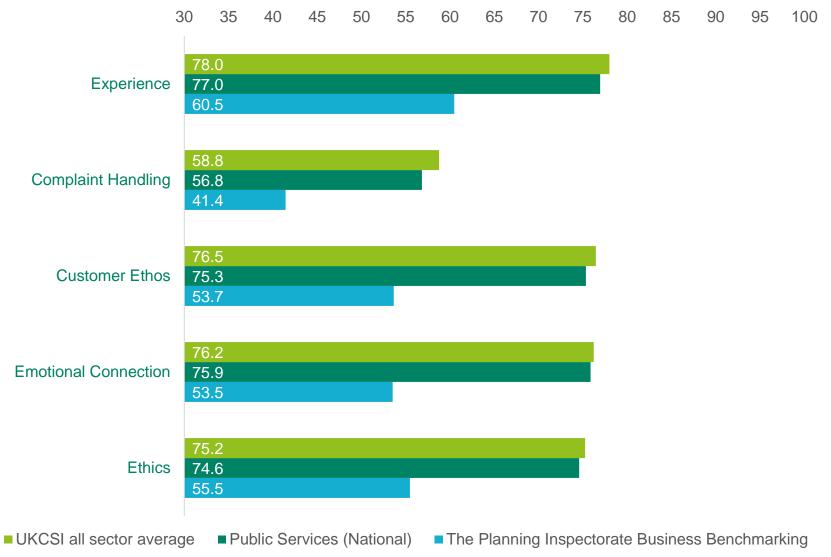


45 50 55 60 65 70 75 80 85 90 95 100

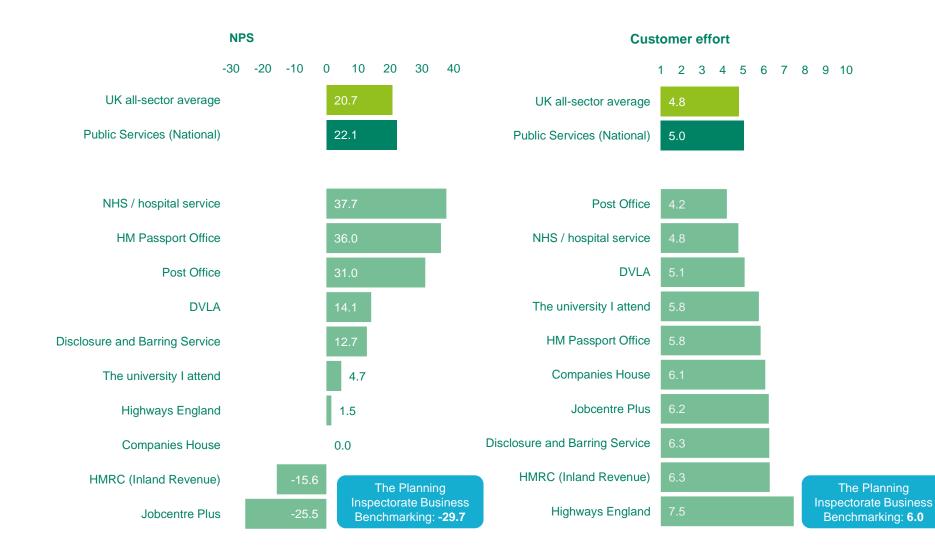




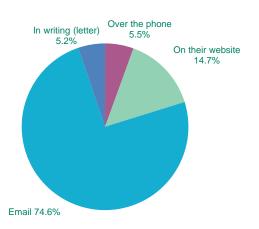
UK Customer Satisfaction Index (UKCSI) & Customer priorities



Business Benchmarking | The Planning Inspectorate Net Promoter Score and Customer Effort

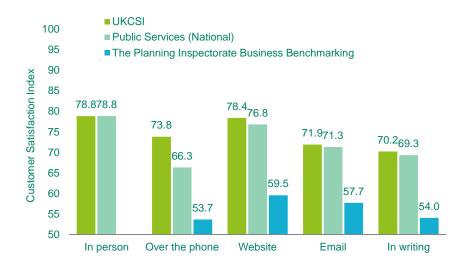


Frequency of channel

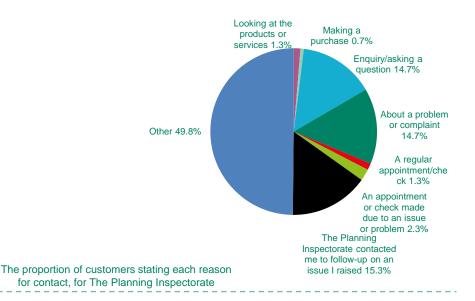


The proportion of customers using each channel for their interaction, for The Planning Inspectorate

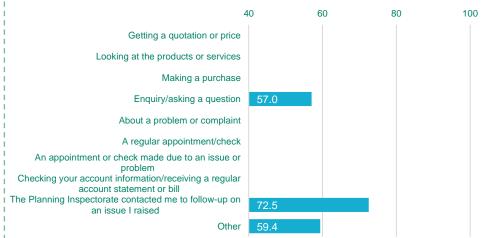
Satisfaction by channel



Frequency of reason for contact

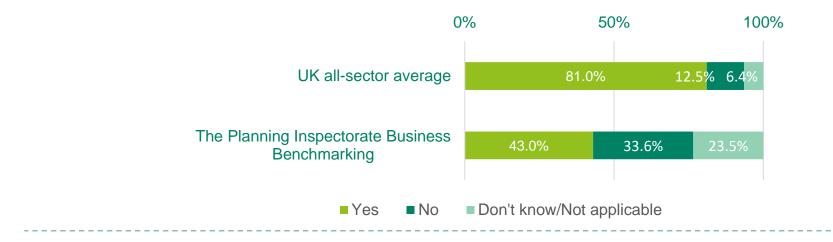


Satisfaction by reason for contact

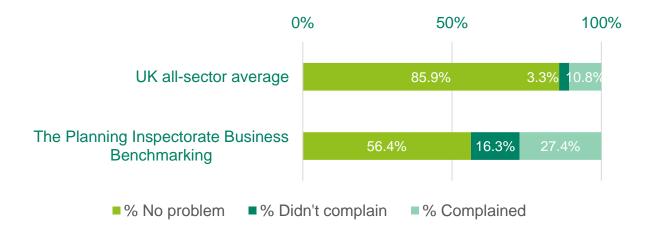


The Planning Inspectorate Business Benchmarking

Right first time

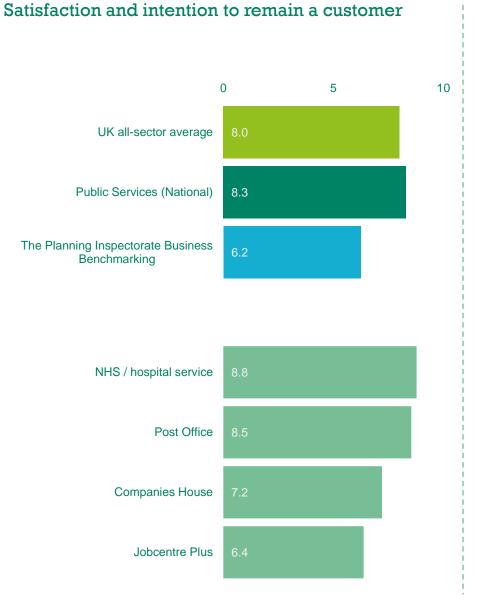


Complaints data

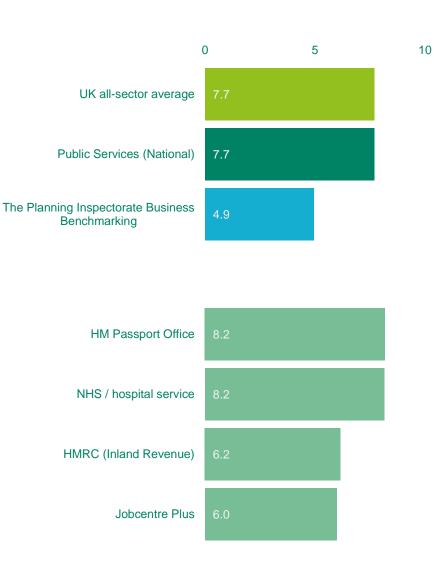


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Satisfaction & Loyalty



Satisfaction and intention to recommend



*organisation scores compared against top and bottom 2 in their chosen sector

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Business Benchmarking | The Planning Inspectorate Range of scores against customer priorities



Product/service range Product/service quality Product/service reliability Being kept informed Ease of dealing with XX Speed of service/response XX explains information clearly XX makes it easy to contact the right person to help Ease of using the website Helpfulness of staff Competence of staff Complaint Handling The outcome of the complaint The handling of the complaint The attitude of staff Speed of resolving your complaint **Customer Ethos** Ability to interact with XX in the way you prefer Cares about their customers XX designs the experience around its customers XX keeps their promises **Emotional Connection** XX makes you feel reassured Reputation of the organisation Open and transparent

XX does the right thing in business practices

Comparisons were only made between companies with base sizes over 10. Factors with less than 4 companies scoring them were removed from the analysis.

The Planning Inspectorate Business Benchmarking

Above average sector organisations

Below average sector organisations

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Business Benchmarking | The Planning Inspectorate How customers describe their experience with you



The word cloud shows which words were used the most when customers were asked to give up to three words to describe their most recent experience with The Planning Inspectorate. The bigger the word the more times it was mentioned.



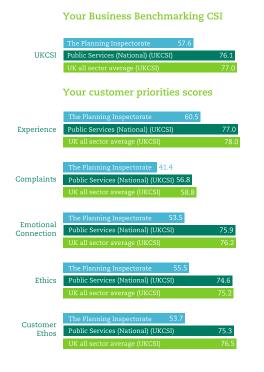
Business Benchmarking Results

203 Planning Inspectorate

Benchmarked against UKCSI Public Services (National) results - July 2020

Net Promoter Score ®

The Planning Inspectorate (Business Benchmark) -29.7



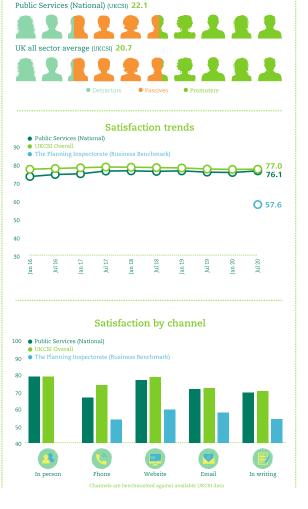




the complaint



the complaint





•	Retention The Planning Inspectorate (UKCSI) Public Services (National) (UKCSI)	6.2 8.3
?	Repurchase The Planning Inspectorate (UKCSI) Public Services (National) (UKCSI)	4.5 7.9
0	Recommendation The Planning Inspectorate (UKCSI) Public Services (National) (UKCSI)	4.9 7.7
	Customer Effort The Planning Inspectorate (UKCSI) Public Services (National) (UKCSI)	6.0 5.0

For customer effort, a lower score means less effort was required by the customer. So for this measure a lower score is a more positive one.



T: 0207 260 2620 E: enquiries@icsmail.co.uk instituteofcustomerservice.com